R.J. Reynolds Tobacco Company

1-800-757-8255

G. N. Kuruc, Jr.
Key Account Manager
400 Raritan Center
Edison, N. J. 08837
908-225-4774
Voice Mail 43778

January 6, 1997

To: NICK KURUC
From: DON GRIFFO
SBJ: WINSTON

Mr. John Vanderhoff
Pathmark Stores Inc.
301 Blair Road
Woodbridge, NJ 07095

WOULD LIKE TO RUN WINSTON IN APRIL FOR 4 WEEKS IN OUR COUPON BOOK.. $15,000 COOP + Redemption Needed.

Dear John:

Attached is a four month promotion planning calendar for January-April 1997. Please note the following:

- WINSTON $2/carton and $.20 per pack scanning "buy down" for March.
- DORAL Onsert/$2 carton coupon to include floor display for March. Two week display period to be determined. Coupons can be placed by your warehouse staff. We will pay a $ 28 per case (12M) value added allowance for all cases packed for this promotion. All cartons of DORAL in the warehouse can be couponed for contract and non contract stores.
- Ongoing "meeting competition" couponing of packs and cartons at store level by our Field Representatives to match Newport, Basic, and the BAT Brands such as GPC.

I will supply the May-August promotions as soon as they are made available.

Please call me if you have any questions.

Sincerely,

Nick

G. N. Kuruc, Jr.
cc: D. Griffo
R. Vitale

51847 3847

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Pathmark Stores Inc.

RJR 1997 PROMOTION CALENDAR

January	February	March	April
Start Date End Date	Start Date End Date	Start Date End Date WINSTON "Buy Down"	Start Date End Date
Temp. Display Approved	Temp. Display Approved	Temp. Display Approved	Temp. Display Approved
Start Date End Date	Start Date End Date	Start Date End Date DORAL Carton Sheet Multi offer plus $2.00 carton coupon Floor Display Eligible Coupons placed at warehouse level	Start Date End Date
Start Date End Date Field Sales Rep carton and pack couponing based on competitive activity (Newport, Basic, BAT)	Start Date End Date Field Sales Rep carton and pack couponing based on competitive activity (Newport, Basic, BAT)	Start Date End Date Field Sales Rep carton and pack couponing based on competitive activity (Newport, Basic, BAT)	Start Date End Date Field Sales Rep carton and pack couponing based on competitive activity (Newport, Basic, BAT)

Contract Information
RJR Meeting Competition NSS Contract Level / $ 1.25 per Store per month

Retailer Investment on Specific Program or Promotion
Placement of DORAL Onsert and $2 carton coupon at warehouse level - Payment of $28 per 12m (60 cartons) case
WINSTON "Buy Down" handled through Pathmark scanning system - Payment made after program completion based on scan data

RJR Manager Nick Kuric
Voice Mail # 1-800-RJR-TALK 43778

Retailer _____
Date _____

Source: https://www.industrydocuments.ucsf.edu/docs/yfxy0000

TRANSMIT CONFIRMATION REPORT

NO.	:	004
RECEIVER	:	9084993270
TRANSMITTER	:	R.J.REYNOLDS TOB 12
DATE	:	JAN 08'97 16:31
DURATION	:	00'49
MODE	:	STD
PAGES	:	01
RESULT	:	OK

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